PROFIT WITH THE PURITAN LINE OF NEEDLEWORK

Design Div.

RETURN TO DESIGN DIV.

NOV 4 - 1943

Design Division

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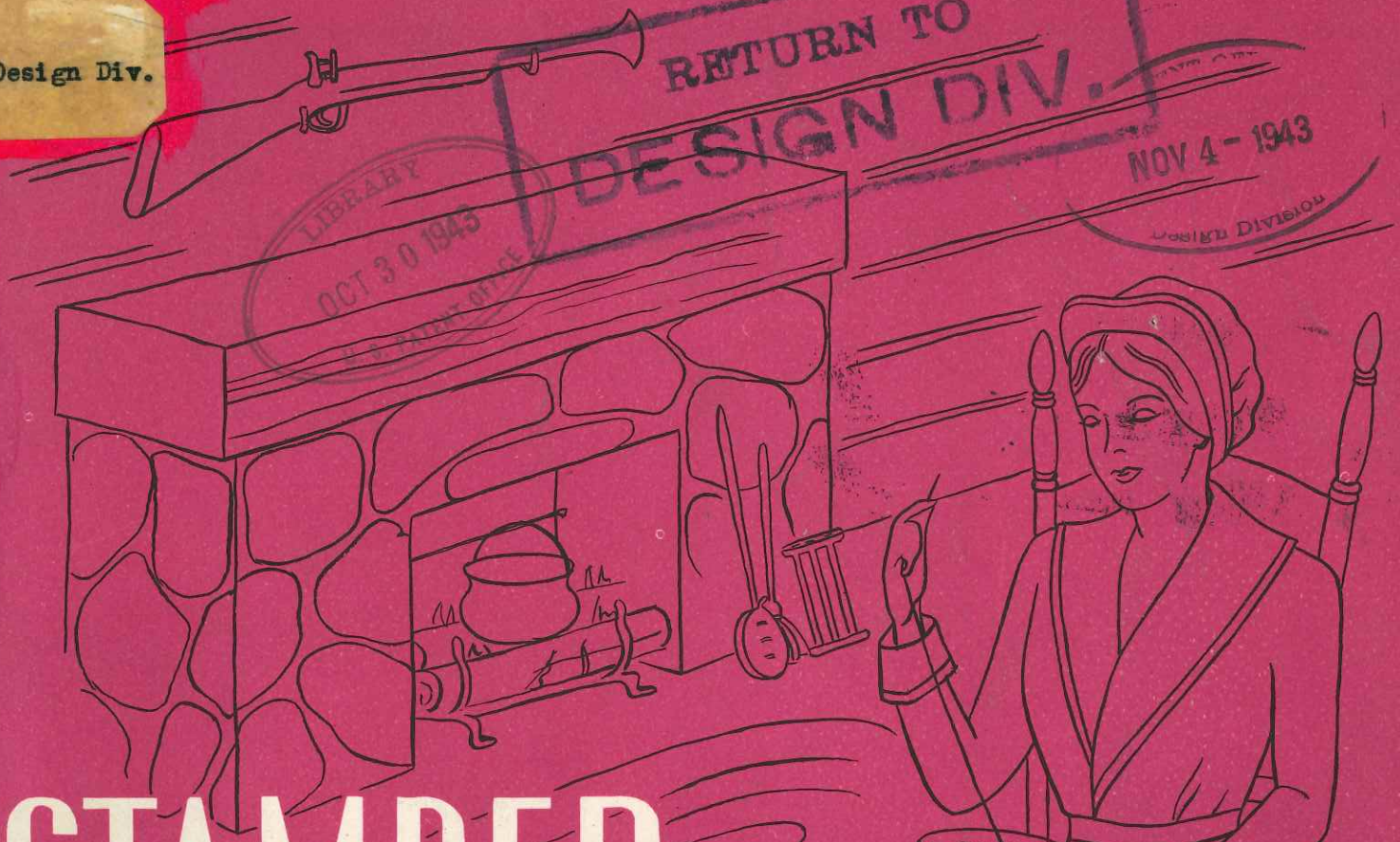


STAMPED GOODS

CATALOGUE NO. 4 . . . 1943

We present the Puritan Line of original, out-of-the-ordinary designs in stamped goods — created to meet the diversified requirements of women everywhere; priced to assure the dealer quick-turnover with generous mark-up!

PURITAN

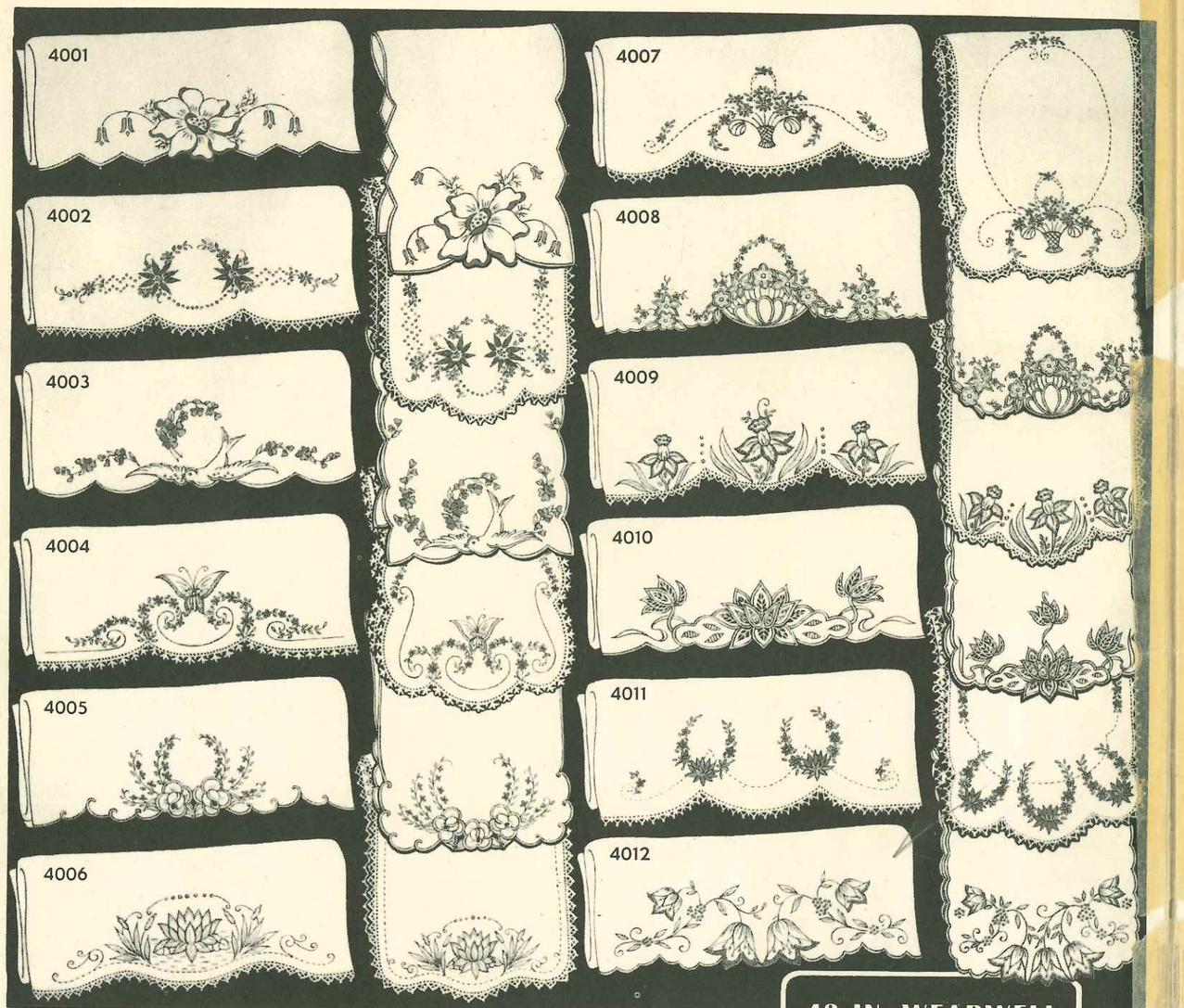
NEEDLECRAFT CO.

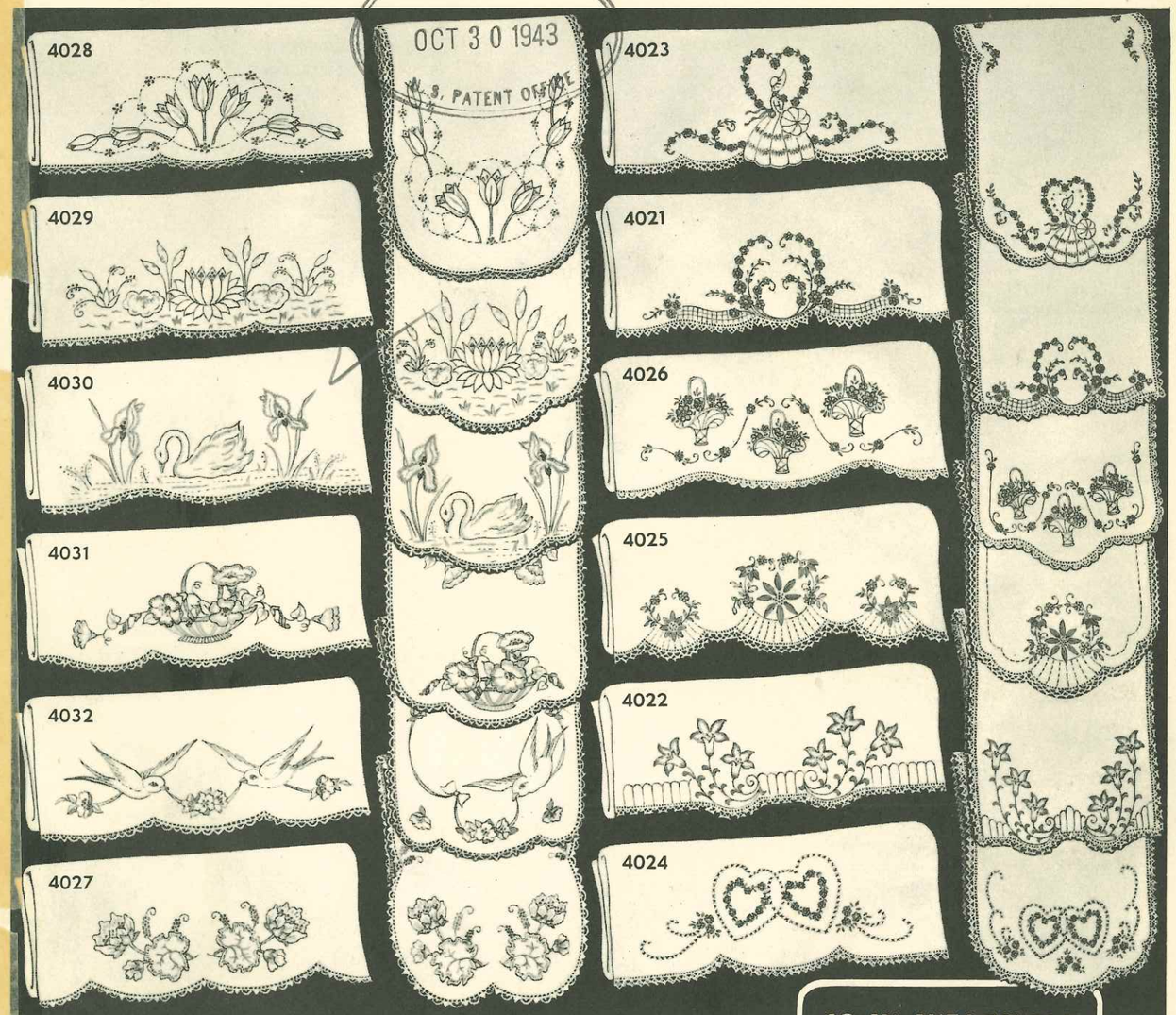
305 W. ADAMS ST., CHICAGO, ILL.

TT 845 P985

A GOOD ASSORTMENT OF PILLOW CASES AND SCARFS CREATES STEADY, REPEAT SALES

LET PURITAN'S BIG LINE OF QUICK SELLING DESIGNS IN TUBING PILLOW CASES AND MATCHING SCARFS BUILD UP YOUR SALES





OCT 30 1943
U. S. PATENT OFFICE

QUALITY CASES AND SCARFS PRICED FOR VOLUME

4001 to 4012—New designs in Pillow Cases and matching Scarfs that will cause a sales furor in your needlework department—they're so pretty and gay, the embroidery patterns are so unusual!

Pillow Cases are stamped on high grade, durable quality, snowy-white "Wearwell" seamless tubing.

Size 42x31 inches.....dz. prs **$7.50**

Scarfs are stamped on excellent White Cotton Art Cloth.

Scarf 18x42 inches.....dz. **$2.75**

Designs 4002, 4004, 4006, 4007, 4009, 4011 are hemstitched.
Designs 4001, 4003, 4005, 4008, 4010, 4012 are plain edge.

A variety of styles is desirable — so order your group assortment now!

42 IN. WEARWELL TUBING PILLOW CASES
$750 DOZ.

18x42 IN. SCARFS TO MATCH
$275 DOZ.

DESIGNED TO APPEAL TO HOMEMAKERS EVERYWHERE

4021 to 4032—Tubing Pillow Cases and matching Scarfs with extra-value features. You'll sell more easily—make your customers better satisfied! Pillow Cases, in choice of two sizes, stamped on excellent quality lustrous finish, frost-white "Wearwell" seamless tubing; Scarfs of fine finish, white cotton art cloth. Stamped for delicate embroidery, all edges neatly hemstitched.

Pillow Cases, size 42x33 in.....dz. prs. **$9.00**

Pillow Cases, size 45x33 in.....dz. prs. **$9.50**

Scarf, size 18x42 inches.....dz. **$2.75**

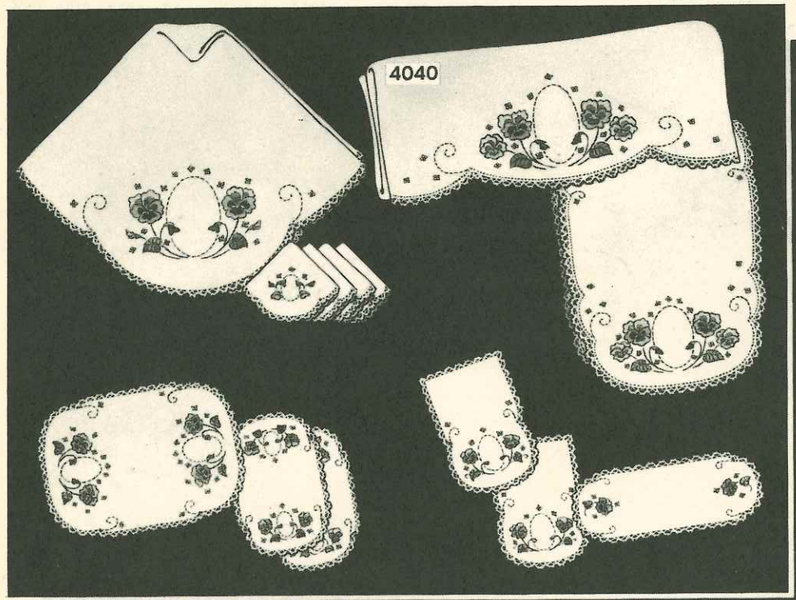
Instruction chart included with each piece.

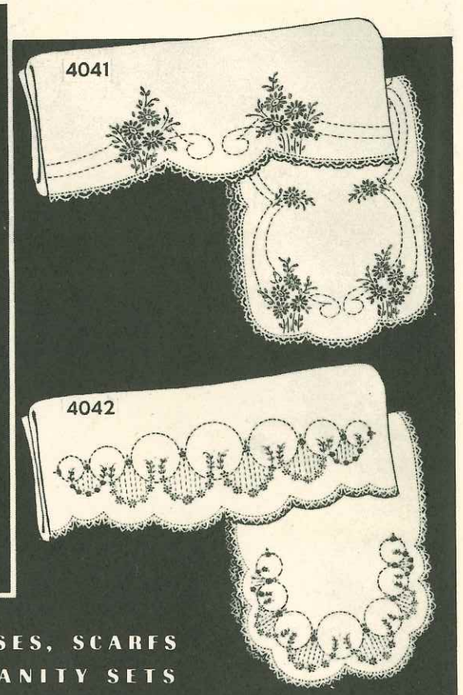
42 IN. WEARWELL TUBING CASES HEMSTITCHED
$900 DOZ.

18x42 IN. SCARFS TO MATCH
$275 DOZ.

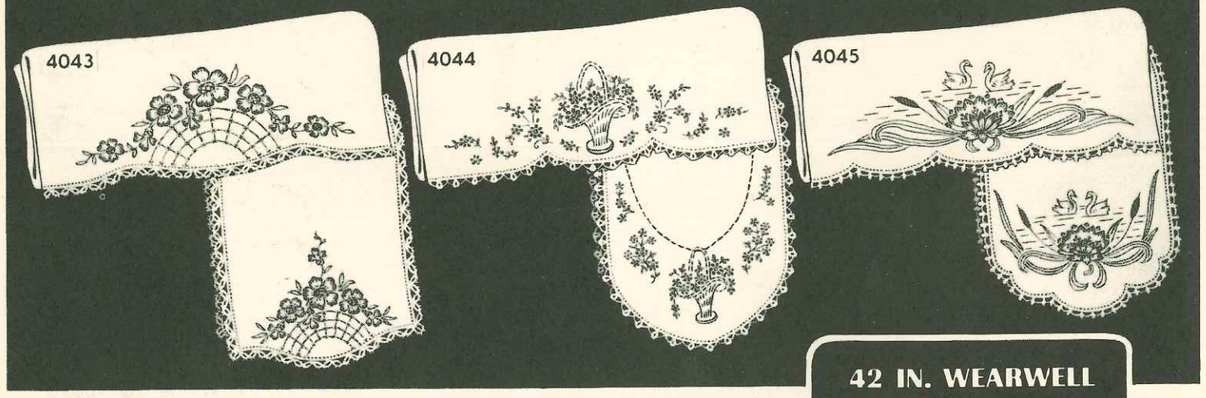
ENSEMBLES PROMOTE SALES OF MATCHING PIECES

BE SURE TO CARRY THIS COMPLETE LINE, SALES WILL GROW





ALL SIX DESIGNS AVAILABLE IN PILLOW CASES, SCARFS LUNCHEON CLOTHS, NAPKINS, BUFFET AND VANITY SETS



4040 to 4045—Six artistic designs in a fine line that has everything in its favor! PILLOW CASES are stamped on guaranteed, sturdy quality, "WEARWELL" Seamless Tubing. Edges hemstitched. SCARFS, BUFFET SETS, VANITY SETS, CENTERS and NAPKINS are all stamped on excellent quality, snowy-white, smooth finish Cotton Art Cloth. Centers and Napkins plain ends; other pieces in choice of plain or hemstitched edges.

Pillow Cases:		Buffet Set, 3 pce.	
Size 42x33 in.....dz. pr.	$9.00	Plain .....dz.	$2.00
Size 45x33 in.....dz. pr.	9.50	Hemstitched .....dz.	2.75
Scarf, size 18x42 in.		Vanity Set, 3-pce.	
Plain .....dz.	2.00	Plain .....dz.	.80
Hemstitched .....dz.	2.75	Hemstitched .....dz.	2.50
Center, 36x36 in.....dz.	4.00	Napkins, 12x12 in....dz.	.60

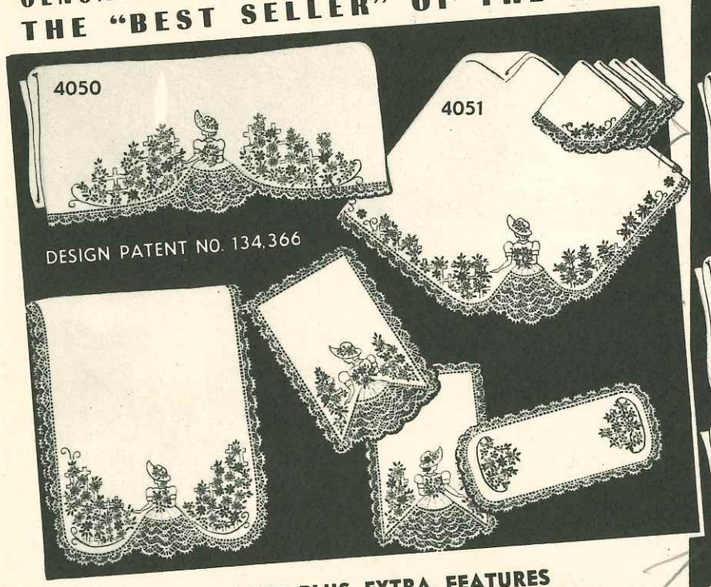
42 IN. WEARWELL TUBING PILLOW CASES

$9.00 DOZ.

MATCHING PIECES EITHER PLAIN OR HEMSTITCHED

SENSATIONAL LADY-IN-CROCHET DESIGN

THE "BEST SELLER" OF THE YEAR



FULL VALUE PLUS EXTRA FEATURES

4050—Pillow Cases and matching pieces with design hemstitched into the material. Crochet instructions are included. Pillow Cases of guaranteed "Wearwell" seamless tubing; other pieces of high grade White Cotton Art Cloth. Suggest these novel items and watch your needlework department's business grow!

Pillow Cases:		Scarf, 18x36 in....dz.	$2.50
Size 42x33 in., dz. prs.	$9.00	Scarf, 18x42 in....dz.	2.75
Size 45x33 in., dz. prs.	9.50	Vanity Set (3-pce.).dz.	2.50

4051—Luncheon Set to match, stamped on high quality White Cotton Art Cloth. Consists of Cloth, 36x36 in., and four, 12x12 in. Napkins. Cloth with Napkins.....dz. sets **$7.50**

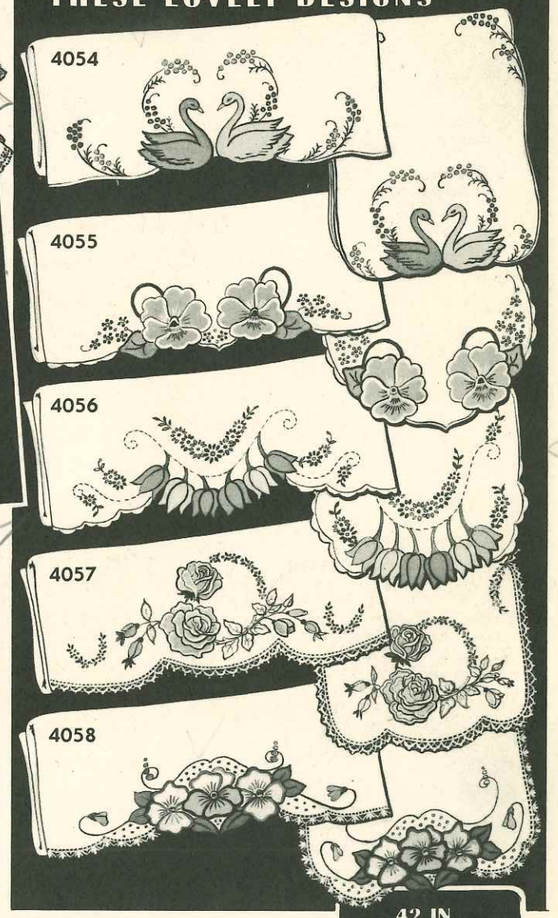
STYLE AND BEAUTY COMBINED WITH UTILITY

4052-4053—Quality merchandise your customers will buy eagerly. Beautifully designed for handsome crochet insets. Instructions included. Pillow Cases of high grade "Wearwell" seamless tubing; Scarfs of fine white Art Cloth. Cases and scarfs hemstitched for crochet.

Pillow Cases, size 42x33 in.....dz. prs. **$9.50**

Scarf, size 18x42 in.....dz. **$3.25**

THERE'S A BIG DEMAND FOR APPLIQUE PILLOW CASES AND SCARFS... BE READY... BUY THESE LOVELY DESIGNS



FEATURE THESE NOW!

Carefully styled, beautiful color, applique designs that will prove fast-selling, repeat-order items in your needlework department!

Pillow Cases stamped on guaranteed "Wearwell" seamless tubing — strong and durable finish; Scarfs, to match are of fine white cotton art cloth. All patches are washfast color.

4054—Rose and blue patches.
4055—Yellow and green appliques.
4056—Rose, yellow and blue patches.
4057—Peach-colored patches.
4058—Lavender, green and yellow.

Designs 4057 and 4058 hemstitched other designs are plain edge.

Pillow Cases:
Size 42 x 33 in...dz. prs. **$9.50**
Scarf:
Size 18x42 in.....dz. **$3.75**

42 IN. WEARWELL TUBING CASES FOR APPLIQUE

$9.50 DOZ.

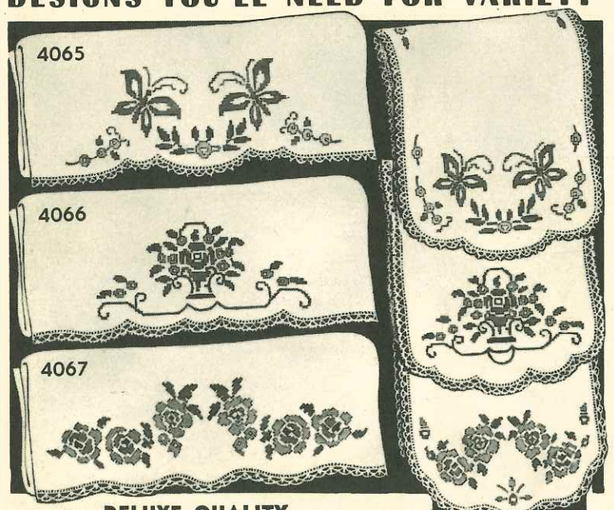
18x42 IN. SCARFS TO MATCH

$3.75 DOZ.

VALUE THAT SELLS ON SIGHT

PILLOW CASE AND SCARF SETS

NOVEL CUTWORK AND CROSS-STITCH DESIGNS YOU'LL NEED FOR VARIETY



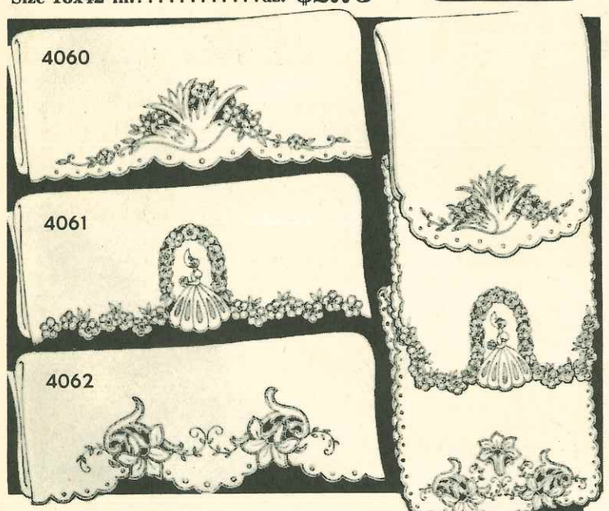
DELUXE QUALITY

- Three outstandingly designed cross-stitch patterns you'll want to promote!

4065 to 4067—Pillow Cases stamped on fine quality "Wearwell" Seamless Tubing. The Scarfs are on excellent quality White Cotton Art Cloth. All hemstitched.

Pillow Cases, Size 42x33 in.....dz. pr. **$9.00**
Scarf, Size 18x42 in.....dz. **$2.75**

42 IN. WEARWELL TUBING CASES **$9.00 DOZ.**
18x42 IN. SCARFS **$2.75 DOZ.**



HIGHLY STYLED AND EXQUISITE

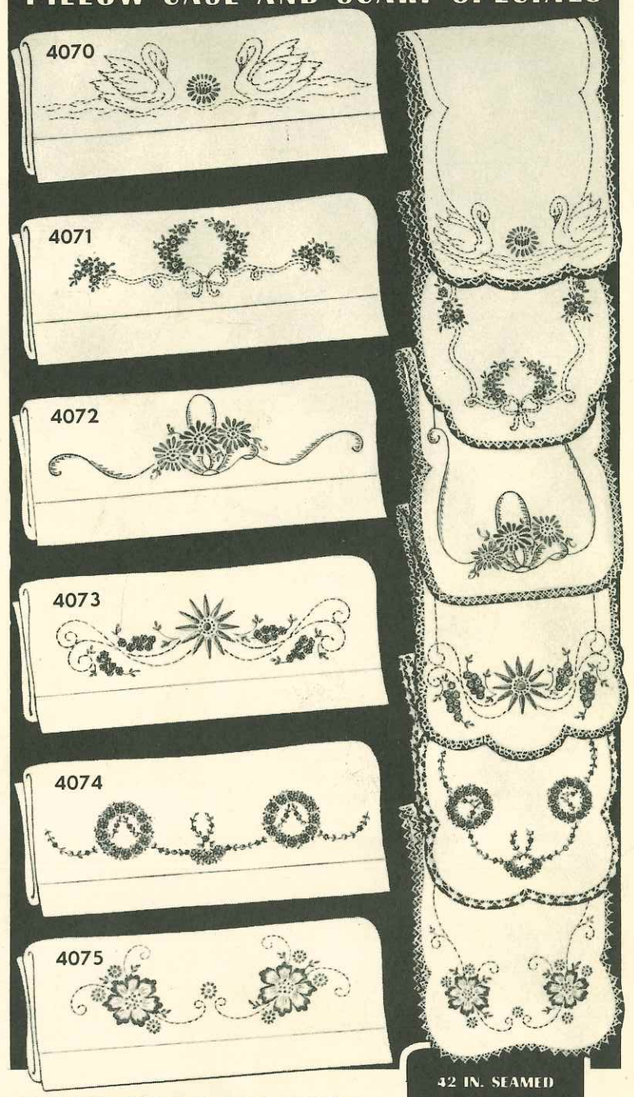
- Sparkling cutwork designs.

4060 to 4062—Pillow Cases stamped on guaranteed "Wearwell" seamless tubing. Scarfs on extra-nice quality, Cream Cotton Art Cloth.

Pillow Cases, Size 42x33 in....dz. pr. **$9.00**
Scarf, Size 17x42 in...dz. **$3.75**

42 IN. WEARWELL TUBING CASES **$9.00 DOZ.**
17x42 IN. SCARFS **$3.75 DOZ.**

GIVE VALUE TO YOUR CUSTOMERS "BEAT" COMPETITION WITH THESE PILLOW CASE AND SCARF SPECIALS



FOR BIG VOLUME AND PROFIT

- Fine quality Seamed and Hemmed Pillow Cases. Scarfs to match.
- Quick-sellers—specially priced!

4070 to 4075—Six captivating designs in Pillow Cases and Scarfs — the kind of merchandise that sells quickly! Put it on your counters and watch it go!

Pillow Cases, of extra fine quality material, are seamed and finished with neat hems. Scarfs are plain stamped on good quality White Cotton Art Cloth.

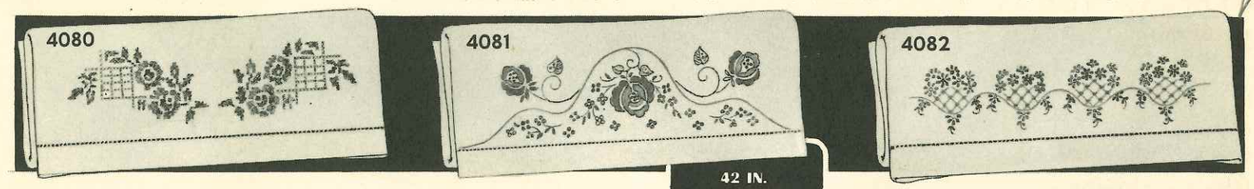
Pillow Cases, Size 42 in.....dz. pr. **$6.50**
Scarf, Size 18x42 in.....dz. **$2.00**

Instruction Sheet furnished.

42 IN. SEAMED AND HEMMED CASES **$6.50 DOZ.**
18x42 IN. SCARFS **$2.00 DOZ.**

NOVEL IDEAS TO COAX YOUR CUSTOMERS TO BUY

EACH ARTICLE HAS "SOMETHING EXTRA" TO INCREASE SALEABILITY



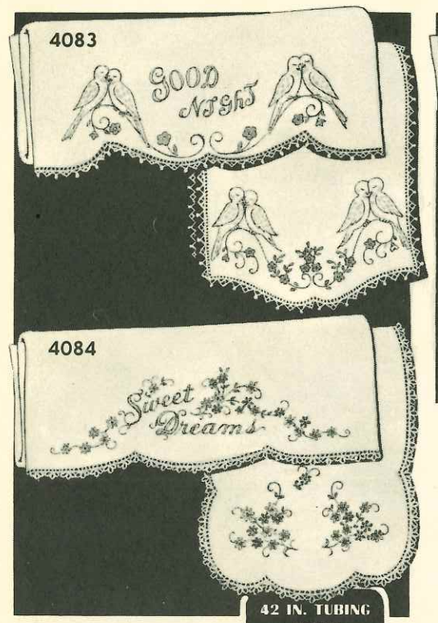
PILLOW CASES WITH INSTANTANEOUS APPEAL

- Extreme fine quality, neatly tailored, hemstitched hemmed, Pillow Cases designed for a new high in sales!

4080 to 4082—Handwork on fine cases makes distinctive gifts and you can promote these with confidence! Stamped on guaranteed "Wearwell" Seamless Tubing. Neatly finished with smart hemstitched hems.

Pillow Cases, size 42x32 in.....dz. pr. **$9.50**

42 IN. WEARWELL TUBING CASES HEMSTITCHED HEMMED **$9.50 DOZ.**



SUPER-VALUES

- The utmost of style in design combined with extremely high quality material.
- Priced right to pay you highly in profits.

Pillow Cases, stamped on guaranteed "Wearwell" seamless tubing; Scarfs on excellent quality, snow-white cotton art cloth. All edges hemstitched for crochet.

Design 4083—Good Morning and Good Night.

Design 4084—Sweet Dreams.

Pillow Cases, Size 42x33 in....dz. pr. **$9.00**
Scarf, Size 18x42 in...dz. **$2.75**

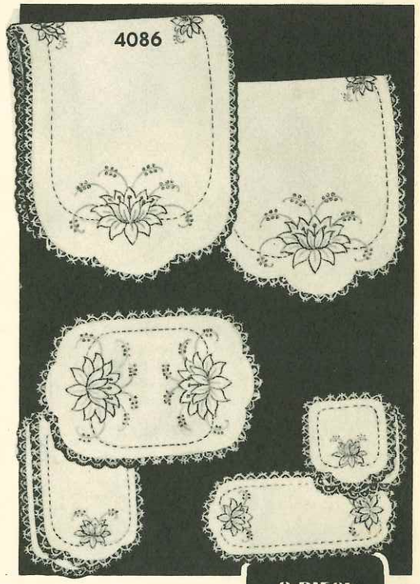
42 IN. TUBING CASES **$9.00 DOZ.**
18x42 IN. SCARFS **$2.75 DOZ.**

4085—Pillow Cases, for no-bar cutwork, stamped on guaranteed "Wearwell" Tubing. Matching Scarfs on part-linen (25% Linen and 75% Cotton).

Pillow Cases, 42x33 in. ...dz. pr. **$9.50**
Scarf, 17x43 in. .....dz. **$3.75**

Sheet of hot iron transfer patterns for initials or monograms included with each item.

42 IN. TUBING CASES **$9.50 DOZ.**
17x43 IN. PART LINEN SCARFS **$3.75 DOZ.**



4-STAR HIT

- Priced for quick turnover at a profit!

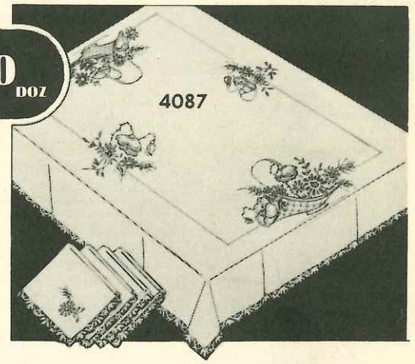
4086 — Versatile Set plain stamped on high grade white cotton Art Cloth.

Set consists of Scarf, 15x40 in., Scarf, 13x34 in., 3-pce. Vanity Set, and 3-pce. Buffet Set. May be used for dining room and bedroom.

Set (8-pce.).....dz. **$4.50**

8-PIECE SET **$4.50 DOZ.**

PRACTICAL DINETTE SET, 5 PIECES **$7.20 DOZ**



- An ideal Set for gift or special needlework promotion.
- Buyers everywhere will agree to its exceptional value!

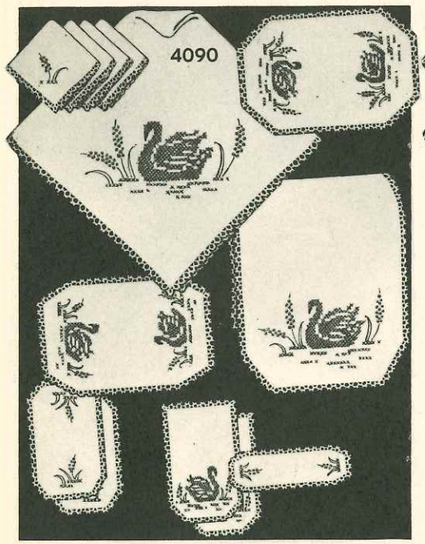
4087—Basket design for simple embroidery, plain stamped on exceptional quality white cotton needlework cloth.

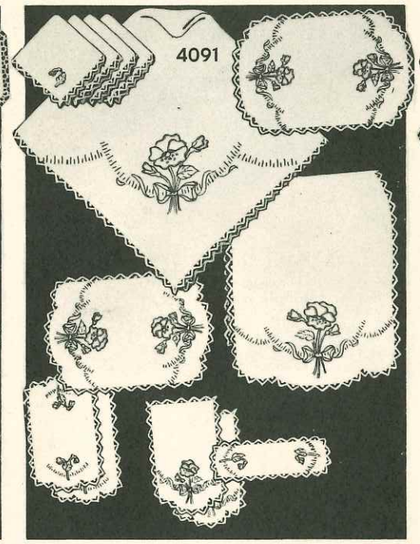
Set consists of Cloth, size 42x52 inches, and four, size 10x10 inch Napkins.

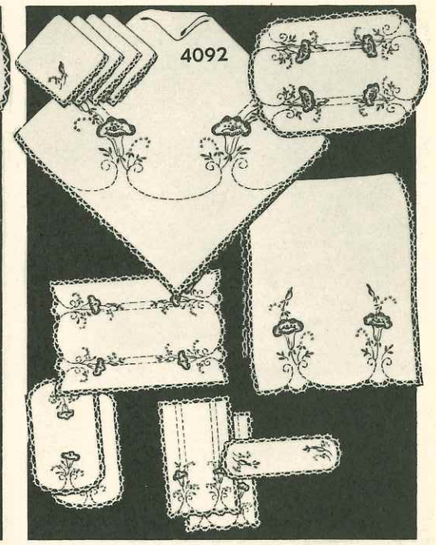
Set (5-pce.).....dz. **$7.20**

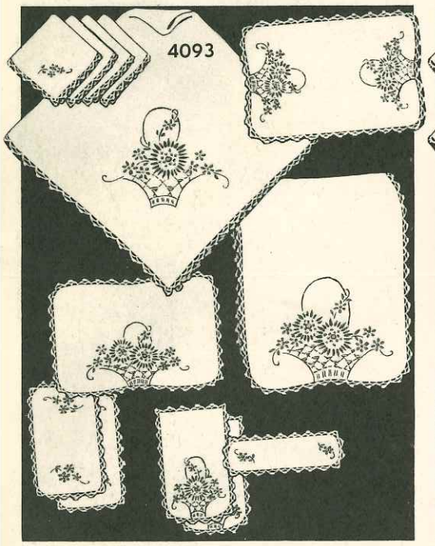
SCARFS AND MATCHING PIECES TO RETAIL AT 10c

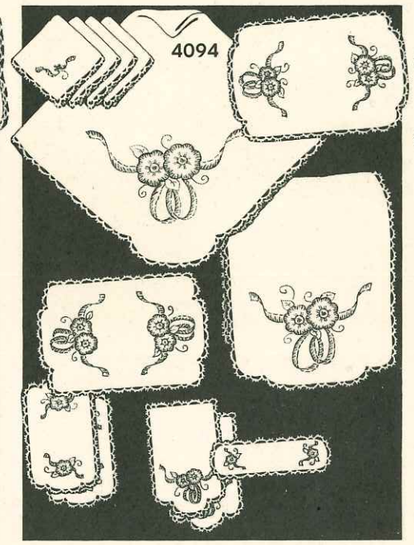
LUNCHEON SETS TO RETAIL AT 39c . . . FOR QUICK SALES

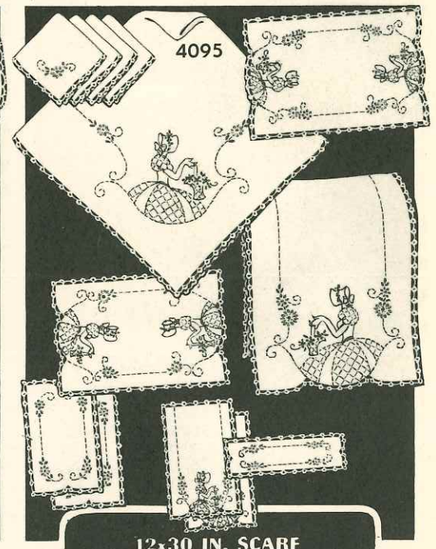












GOOD NEWS FOR PROFIT-MINDED BUYERS!

4090 to 4095 — An array of useful and practical items in needlework, stamped on excellent quality snowy-white Cotton Material. Ends plain. A half-dozen charming designs and a fine range of popular items, amazingly low priced.

Scarf, 12x30 in. . . . . dz.	**75c**	Luncheon Set consisting of Cloth, 30x30 in., and four 10 x 10 in. Napkins.
Vanity Set, 3-piece . . . . . dz.	**75c**	
Buffet Set, 3-piece . . . . . dz.	**75c**	
Oval Center, 15x22 in. . . . dz.	**75c**	5-piece Set . . . . . dz. sets **$2.75**

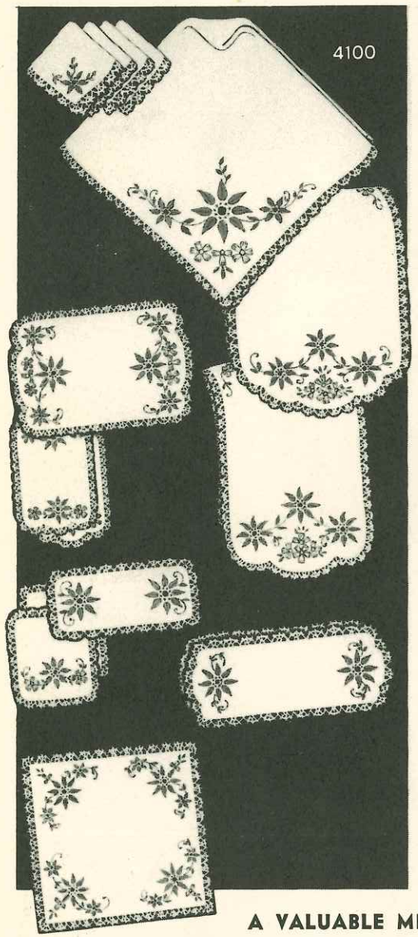
You'll want to cash-in on the sharply increasing popularity of needlework and this special line is packed with eye appeal as well as quality!

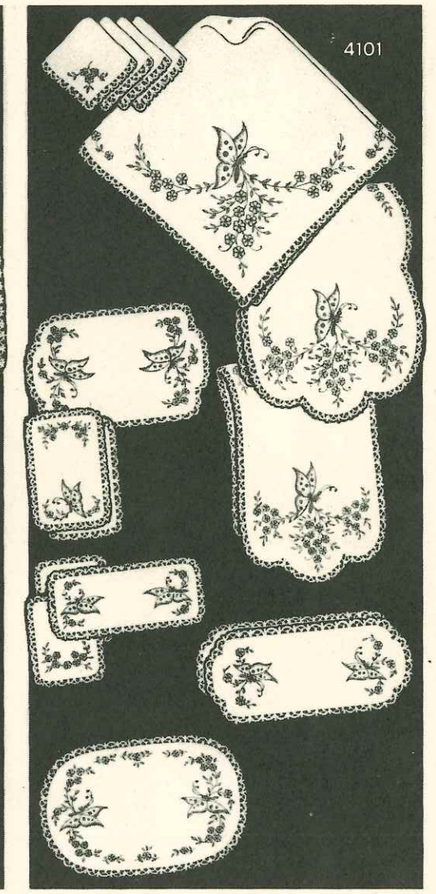
12x30 IN. SCARF
15x22 IN. OVAL DOILY
VANITY SET • BUFFET SET
75c DOZ.

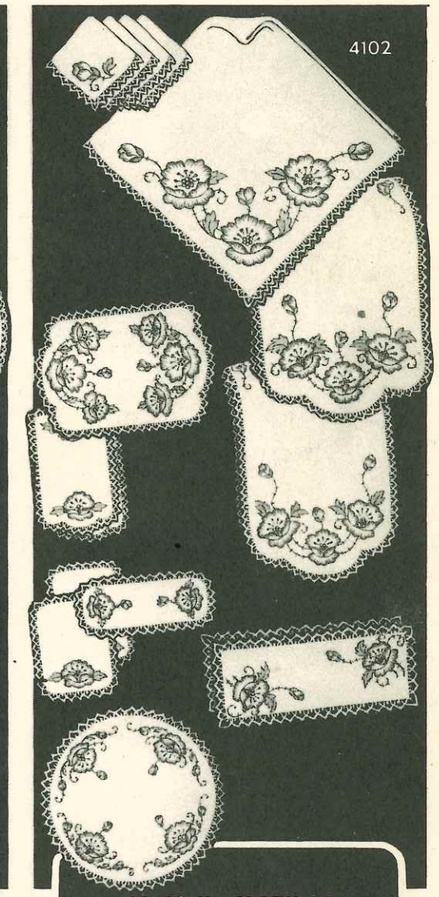
30 IN. LUNCHEON CLOTH
FOUR 10 IN. NAPKINS
$2.75 DOZ.

STOCK 25c RETAILERS, THEN WATCH THE SALES

PROMOTE THE ENSEMBLE IDEA FOR REPEAT SALES







A VALUABLE MERCHANDISING OPPORTUNITY

- Build a promotion around this outstandingly designed line and cash in on the sharply increasing popularity of needlework!

4100 to 4102—SCARFS, BUFFET SETS, VANITY SETS, DOILIES, END TABLE COVERS, LUNCHEON CLOTHS and NAPKINS—day-in and day-out stamped goods items that sell in volume. A full range of sizes in a low-priced line that will prove an important part of your needlework department!

All pieces plain stamped on good grade, durable, sturdy quality, White Cotton material; perfect weight for needlework.

Luncheon Cloth, size 30x30 in. . . . . dz.	**$2.00**
Napkins, size 10x10 in. Set of 4 . . . . . dz. sets	**1.50**
Scarf, regular size 18x42 in. . . . . dz.	**2.00**
Scarf, size 14x35 in. . . . . dz.	**1.50**
Buffet Set, 3-pce. . . . . dz. sets	**1.70**
Vanity Set, 3-pce. . . . . dz. sets	**1.50**
Square Center, size 21x21 in. (4100 Design only) . . . . . dz.	**1.70**
Round Center, size 21 in. dia. (4102 Design only) . . . . . dz.	**1.70**
Oval Center, size 14x21 in. (4101 Design only) . . . . . dz.	**1.50**
Covers, for Flush Box or End Table. Set of 2 . . . . . dz. sets	**1.50**

Instruction sheet, showing stitches, etc., included with each item.

30x30 IN. CLOTH OR
18x42 IN. SCARF
EACH $2.00 DOZ.

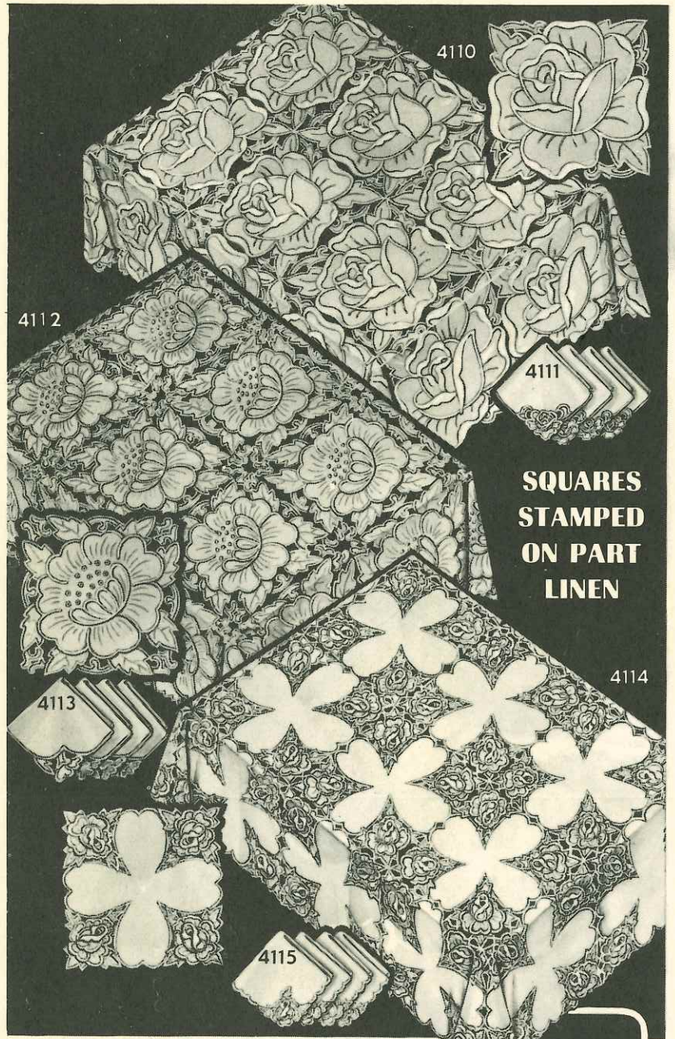
BUFFET SET,
21 IN. ROUND OR SQUARE
EACH $1.70 DOZ.

14x35 IN. SCARF, VANITY
SET, OVAL 21 IN. DOILY,
SET OF 2 END TABLE COVERS
FOUR 10 IN. NAPKINS
EACH $1.50 DOZ.

ADD-A-SQUARES

JOIN TO MAKE ANY SIZE ARTICLE

YOUR CUSTOMERS WILL THRILL TO THE BEAUTY OF THE NO-BAR CUTWORK DESIGN AND THE NOVEL METHOD OF JOINING



SQUARES STAMPED ON PART LINEN

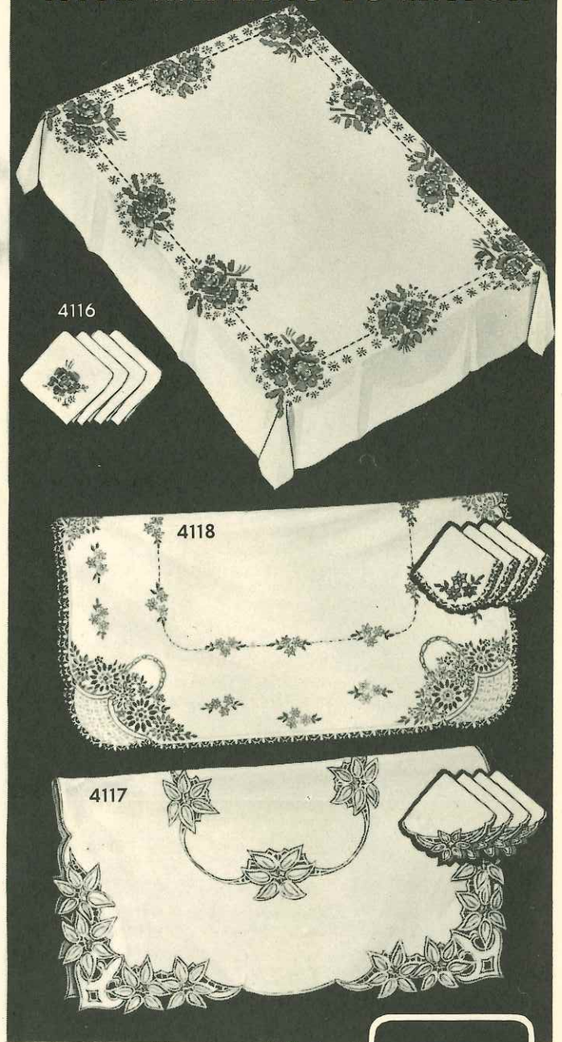
ADD-A-SQUARES, stamped for beautiful no-bar cutwork embroidery on part linen (25% linen, 75% cotton). Instructions included give full joining and embroidery directions as well as suggested sizes and things to make with add-a-squares.
4110—Giant Rose design.
4112—Poppy pattern.
4114—Victory Rose motif.
Add-A-Square
Size 17x17 in.....dz. **$1.50**
NAPKINS, to match, stamped on the same fine quality part-linen. Designs 4111-4113-4115 to match.
Napkins,
Size, 17x17 in.....dz. **$1.50**

17x17 IN. PART LINEN SQUARES
$1.50 DOZ.
NAPKINS SAME PRICE

NOW IN BIG DEMAND

CLOTHS IN SIZES

WITH NAPKINS TO MATCH



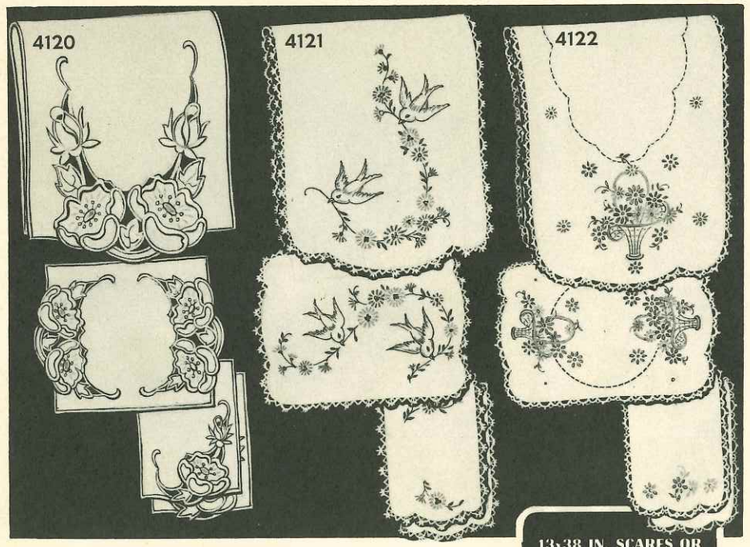
• Beautiful new designs.
Cloths and Napkins, plain stamped on heavy quality oyster art cloth.
4116—Cross-stitch design.
4117—No-bar Cutwork design.
4118—Simple embroidery pattern.
Designs and sizes to meet every need.
5-pce. Set (Cloth 36x36 in., and four, 12 in. Napkins) . dz. **$6.00**
Cloths:
42x52 in.....dz. **8.00**
52x52 in.....dz. **10.50**
52x72 in.....dz. **15.00**
Napkins:
17x17 in.....dz. **1.25**

CLOTHS IN SIZES:
42x52 IN.
52x52 IN.
52x72 IN.

17x17 IN. NAPKINS

SPLENDID VALUES IN SCARFS

MATCHING PIECES TO INCREASE SALES



TOP QUALITY AT POPULAR PRICES

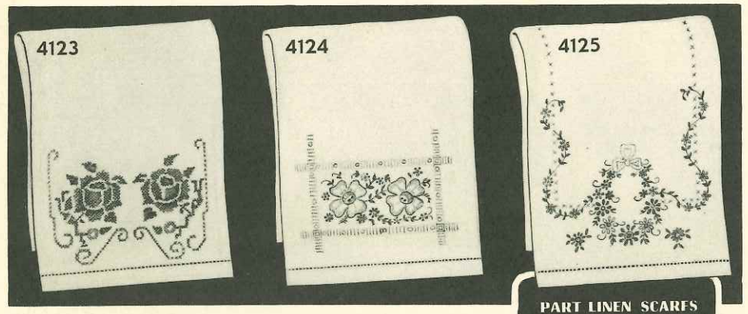
4120 to 4122 — Attractively designed Scarfs and matching Buffet Sets stamped on Oyster Denton—deluxe quality, strong and durable, fine finish cotton art cloth, especially nice for needlework. Ends plain.

Three handsome designs for plain embroidery and cutwork that will prove ready-sellers. You'll find them priced right for greater dealer profits!

Scarf, size 13x38 in.....dz. **$2.00**

Buffet Set, 3-piece.....dz. **$2.00**

13x38 IN. SCARFS OR 3-PIECE BUFFET SETS
$2.00 DOZ.
ON OYSTER ART CLOTH



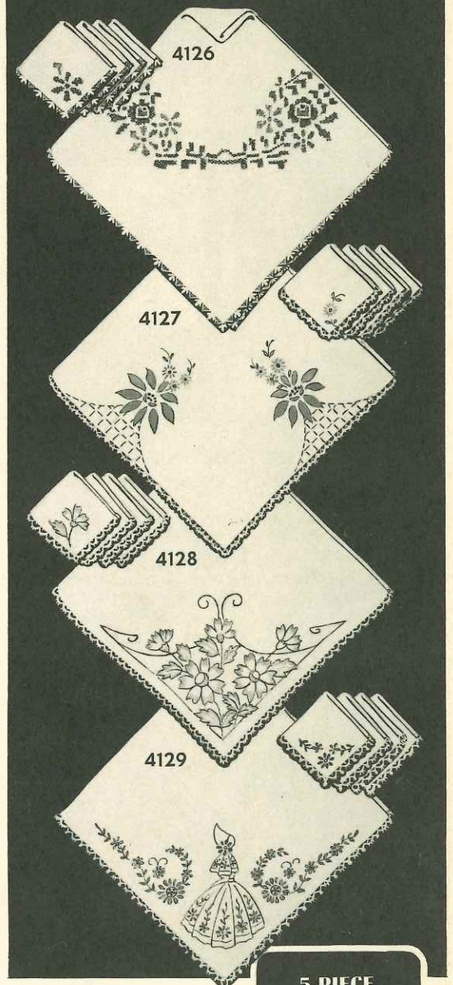
PROFIT WITH THESE LEADERS

4123 to 4125 — Hemstitched hemmed Scarfs that will ring up a new record. Stamped on good quality, smooth finish, 25% Linen, 75% Cotton. Ends neatly hemstitched. Strong selvage sides. Choice of two sizes.
Scarf,
Size 17x36 in.....dz. **$3.75**
Scarf,
Size 17x42 in.....dz. **$4.25**

PART LINEN SCARFS HEM HEMSTITCHED
17x36 IN. **$3.75 DOZ.**
17x42 IN. **$4.25 DOZ.**

LUNCHEON SETS

YOUR CUSTOMERS WILL BE QUICK TO RECOGNIZE AS WORTHWHILE VALUES



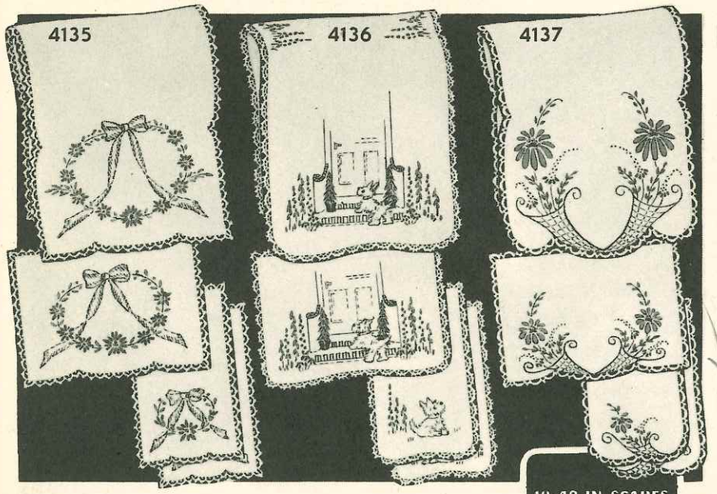
FAST-SELLERS ALL!

4126 to 4129 — Four real-hit numbers in popular Luncheon Sets — designed to sell on sight! Stamped on very fine quality Oyster Rajah-weave cotton that not only has a nice appearance but is sturdy and strong as well. All ends plain.
Each set consists of a Cloth, 36x36 in., and four, 12x12 in. Napkins.
5-pce. Luncheon Sets.....dz. sets **$6.00**
Here's a beautiful line of dependable day-to-day items as well as promotion leaders—styled and priced for quick turnover!

5-PIECE LUNCHEON SETS
$6.00 DOZ.

DECORATIVE NECESSITIES FOR LIVING ROOMS

"MUST HAVES" YOUR CUSTOMERS WILL EAGERLY BUY



SCARFS AND MATCHING CHAIR BACK SETS

- Send in your matching order for these needlework staples and watch your sales grow!

4135 to 4137—It's a patriotic duty to take care of what we have and these smart protective items will appeal to your customers instantly.

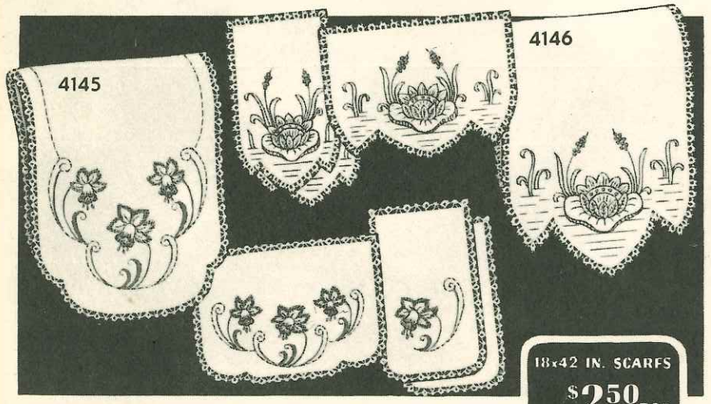
Scarfs and Chair Back Sets stamped on fine quality Oyster Rajah-weave material. Ends plain.

Scarf, size 18x42 in.....dz. **$2.50**

3-pce. Chair Back Set.....dz. **$1.50**

18x42 IN. SCARFS $2.50 DOZ.

3-PIECE CHAIR SET $1.50 DOZ.



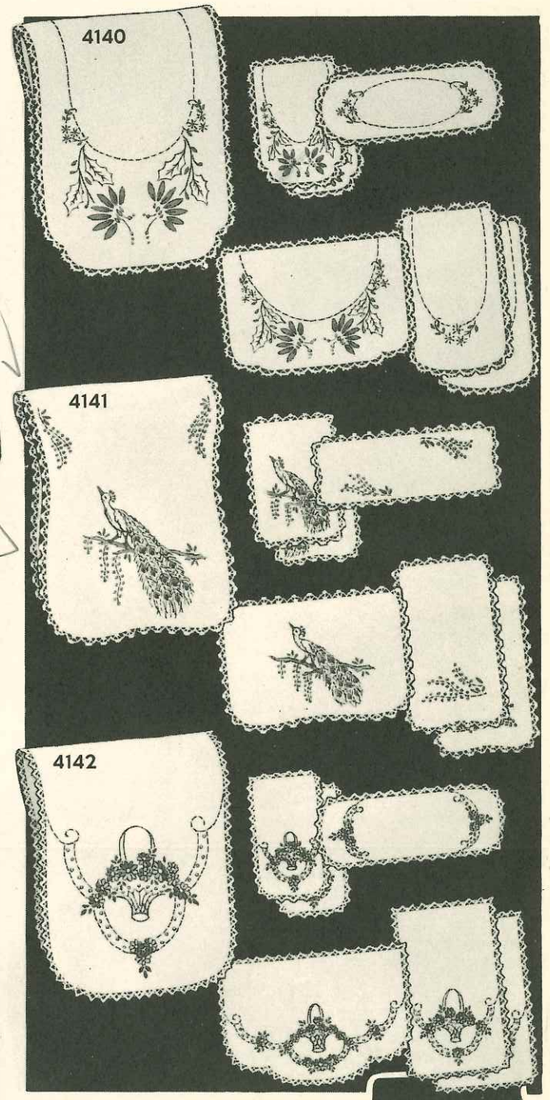
FURNITURE PROTECTORS AND SCARFS

- Beautiful quality material, distinctive designs, and special prices make this group a bargain.

4145-4146—Scarfs, Chair Backs and Arm Rests, stamped on fine quality oyster Rajah-weave material. Ends plain. Chair backs and arm rests sold individually.

Chair Backs.....dz. **$ .80**
Arm Rests (Set of two)..dz. **.70**
Scarf, size 18x42 in.....dz. **2.50**

18x42 IN. SCARFS $2.50 DOZ.
CHAIR BACKS 80c DOZ.
2 ARM RESTS 70c DOZ.



SMART AND DECORATIVE

- You can offer these brilliant needlework creations to sell in volume at real profit.

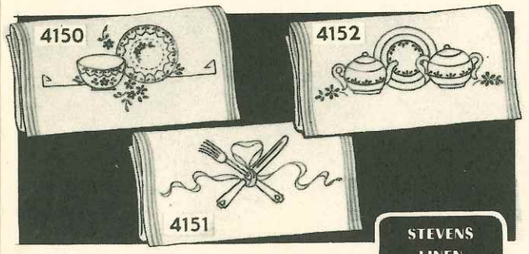
4140 to 4142—Scarfs, Chair Back Sets and Vanity Sets, all stamped on fine quality oyster Rajah-weave material. Ends plain. Puritan's dependable quality designed and priced for quick and profitable turnover.

Scarf, size 14x36 in.....dz. **$1.80**
3-pce. Chair Back Sets....dz. **1.80**
3-pce. Vanity Sets.....dz. **1.80**

14x36 IN. SCARF
3-PIECE VANITY SET
3-PIECE CHAIR SET
$1.80 DOZ.
ON OYSTER RAJAH CLOTH

SHOW THESE TOWELS . . . DELIGHT YOUR CUSTOMERS

YOUR DEPARTMENT NEEDS THESE FAST-SELLING PRACTICAL TOWELS



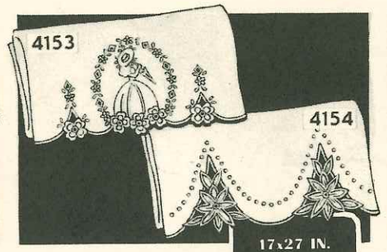
A FAVORED LINE

- Dependable quality all-linen towels for real profits!

4150 to 4152 — KITCHEN TOWELS, practical and pretty, too, stamped on famous-quality Stevens Toweling of all-linen construction with red or blue borders. A profitable line you'll promote with pride.

Towels, Size 16x27 in.....dz. **$2.75**

STEVENS LINEN V-CRASH $2.75 DOZ.



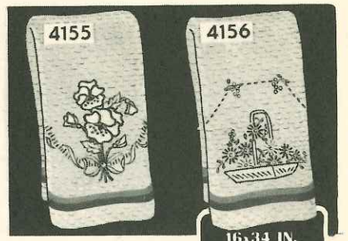
SHOW TOWELS

- Cutwork destined for active sales!

4153-4154 — No-bar cutwork designs stamped on superior quality, bleached toweling of part-linen construction (75% Cotton, 25% Linen). Selvage sides.

Towels, Size 17x27 in....dz. **$2.25**

17x27 IN. PART LINEN $2.25 DOZ.



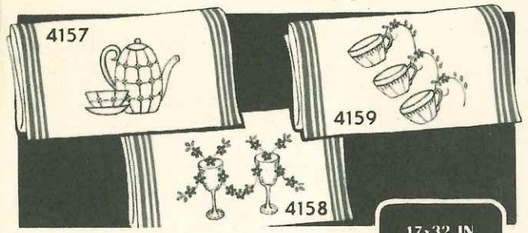
PASTELS

- Priced for volume sales!

4155-4156 — Fine colored cotton huck Towels with attractive woven borders. Hemmed ends. Selvage sides. Pastels of Green, Peach, Blue, Rose or Gold.

Towels, size 16x34 in., dz. **$2.25**

16x34 IN. COTTON HUCK $2.25 DOZ.



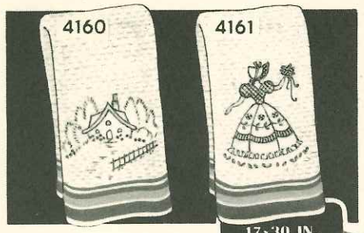
FOR REPEAT SALES

- Part-Linen Towels that will prove one of your most consistent selling successes!

4157 to 4159 — Attractive motifs stamped on superior quality Startex Towels of part-linen construction (75% cotton, 25% linen). Red, Blue or Green borders. Ends hemmed.

Towels, Size 17x32 in.....dz. **$2.75**

17x32 IN. PART LINEN $2.75 DOZ.



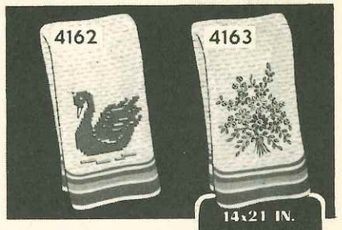
PRETTY STYLE

- Meet and beat any competition with this line!

4160-4161 — Rayon and cotton huck Towels with dainty colored border in gold, blue, red or green. Ends hemmed. Nice for gift promotions.

Towels, size 17x30 in....dz. **$2.50**

17x30 IN. PART RAYON HUCK $2.50 DOZ.



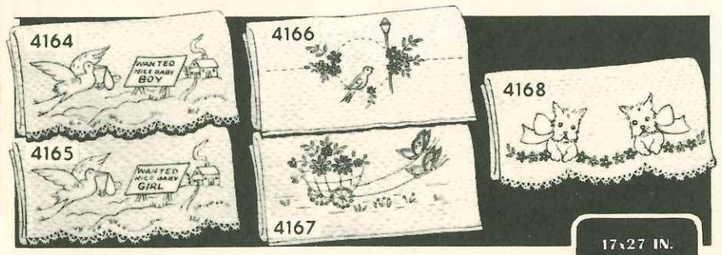
GUEST SIZE

- Economical to buy — profitable to sell!

4162-4163 — Useful and practical rayon and cotton huck Towels with colored borders in blue, gold, green, or red. Ends hemmed.

Towels, size 14x21 in., dz. **$2.00**

14x21 IN. PART RAYON HUCK $2.00 DOZ.



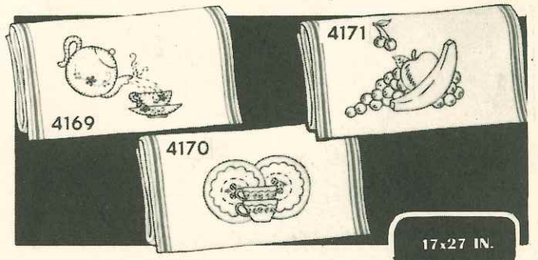
POPULAR PRICED HUCK TOWELS

- Feature, promote and prominently display this complete line and get your share of this profitable, quick-turnover business!

4164 to 4168—Five utterly different designs in guest-size huck Towels. Stamped for easy stitches on fine quality, snowy-white cotton huck toweling. Ends stamped. Selvage sides. Get your order in fast!

Towels, Size 17x27 in.....dz. **$2.00**

17x27 IN. COTTON HUCK $2.00 DOZ.



REAL PROFIT-MAKERS

- It will pay you to stock this line of part-linen Kitchen Towels.

4169 to 4171—A selection of "best seller" designs stamped on superior quality, bleached toweling of part-linen construction (75% cotton, 25% linen). Wash-fast red or blue borders.

Towels, Size 17x27 in.....dz. **$2.25**

17x27 IN. PART LINEN $2.25 DOZ.

Stamped Goods Cat. #4 1943

GIVE YOUR LINE VARIETY

WITH THESE NOVELTIES OF PROVED MERIT

IDEAL ART PUNCHWORK

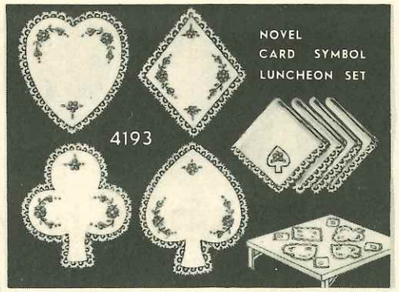
• Display the complete line with accessories! PATTERNS, on muslin. Plainly stamped with design, color guide and complete instructions for making.

4180—American Flag
4181—Large Swan
4182—Good Luck Horseshoe
4183—Daisy Basket
4184—Round Mat
4185—Oval Mat

Size 18x18 in. Each Pattern.....dz. **82½c**

ACCESSORIES:

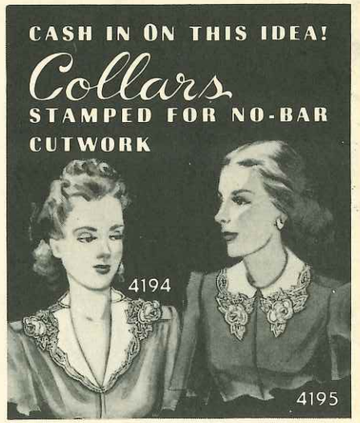
4186—Ideal Art Needle, complete with directions.....dz. **$1.65**
4187—Wood Frame for mounting the work. Size 18x18 in.....dz. **1.65**
4190—Taxidermist Eyes. Small size, for swans, etc.....dz. **.66**
4192—Black suedetex-material for pattern base. Choice of two sizes.
Size 18x18 in.....dz. **2.31**
Size 18x36 in.....dz. **4.62**



INNOVATION IN NEEDLEWORK

4193—Card Symbol Luncheon Set that will prove an outstanding success. Consists of four service mats, size about 11x12 in., and four, 11x11 in. napkins, plain stamped on White Cotton Art Cloth.

8-piece Set.....dz. sets **$3.75**



PART-LINEN COLLARS

4194-4195—Two popular styles in Collars stamped flat for no-bar cutwork on cream color, part linen (75% cotton, 25% linen). Fashion needlework that will add interest to your department.

Either style.....dz. **$1.20**

POTHOLDER SETS

4200 to 4202—Useful accessories, flat stamped on colored material. Two hot pads and one holder to each set. Assorted wash-fast colors.

Each Set.....dz. **80c**

WILL SELL ON SIGHT

4203—Mittens Kit 4204—Booties Kit Package contains one pair, cut out ready to embroider and sew, instructions and ribbon. Pink or Blue flannelette.

Either Kit.....dz. **$2.25**

TRADITIONAL-TYPE SAMPLERS SPECIALLY PRICED

4196 to 4199—A remarkable selection of new Samplers for artistic handwork that will attract considerable attention. Stamped for cross-stitch and simple embroidery on smooth finish, soft, cream-color cotton art cloth. Frames for pictures or samplers not furnished.

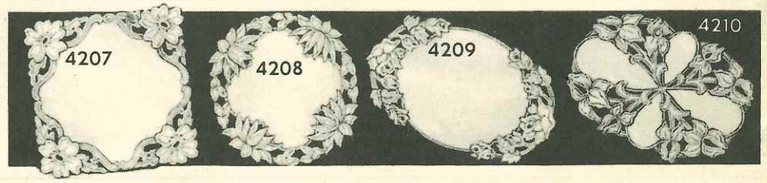
Size 13x15 in.
Choice.....dz. **80c**

PICTURES IN PAIRS

4205—Stamped on Burgundy
4206—Navy Blue ground

Novel needlework that will appeal to every customer. Pictures are stamped on cross-point cloth for cross-stitch

Size 6x5 in.....dz. pr. **$1.00**



A SPECIAL LINE OF PART-LINEN DOILIES

Attractive no-bar cutwork designs stamped on part-linen (75% cotton, 25% linen). Popular small pieces that your customers will buy readily.

4207—Square	4208—Round	4209 or 4210—Oval
8½x8½ in. . .dz. **$ .40**	8½ in. dia. . .dz. **$ .40**	8½x12 in. . . .dz. **$ .53**
17x17 in. . . . .dz. **1.50**	17 in. dia. . . . .dz. **1.50**	11x17 in. . . . .dz. **1.00**

INCREASE YOUR SALES AND PROFITS

WITH FAST-SELLING INFANTS AND CHILDRENS ITEMS

READY-MADE APRON

4220—Ladies White Organdy Apron with red check percale trim and binding. Halter-neck, bib style. Made up and bound. Stamped for simple embroidery.

Perk up your sales and boost your profits with this sheer crisp style!

White only
Dz.....**$4.50**

PERKY STYLES AND QUALITY FABRIC

4221 to 4223—Three new Aprons to stimulate business in your needlework department. Reasonably priced for quick turnover with substantial mark-up. Ready-made of unbleached muslin. Washfast bindings. Stamped for easy embroidery stitches.

4221 — Ladies Apron. Halter-neck. Dz.....**$3.75**
4222 — Misses' Apron. Sizes 8 and 12 yrs. Dz.....**$2.60**
4223 — Child's Apron. Sizes 2 and 6 yr. Dz.....**$2.25**

BRIMMING OVER WITH APPEAL

4227—Crib Sheet and Case Set priced to assure quick turnover with generous mark-up. Made of substantial quality White Muslin with Pink or Blue hemstitched border. Sheet, size 36x50 in., case, 12x19 in. Dainty motifs stamped for quick-to-do stitches.

2-pc Set.....dz. sets **$7.20**

LITTLE THINGS FOR BABY

4228 to 4230—Cleverly designed baby Bibs stamped flat on good quality white cotton huck toweling. Choice of 3 patterns.

Dz.....**80c**

CASES WITH COLORED BORDERS

4231-4232—Superior quality muslin Cases of 68x72 construction. Washfast pink or blue hemstitched borders. Stamped for easy, quick stitches. Size, 14x19 in.

Choice of 2 patterns.....dz. **$2.00**

KIDDY SET

4224 — Coverall Apron with waist-length back, and toy for stuffing. Ready-made of unbleached muslin. Finished with wash-fast red binding and ties. (Filler for toy not furnished). Stamped for easy stitches. Will fit up to size 4. New in sales attraction; greater in value!

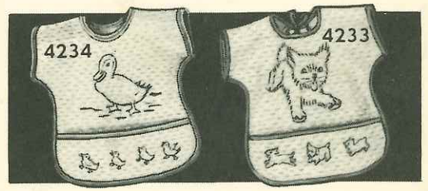
2-pc. Set
Dz. Sets **$3.75**

If you're quick to know and feature a good thing when you see it you'll display Puritan's stamped goods prominently, — with profit to yourself.

COMFORTABLE AND WARM

Medium-weight, soft-napped, cream flannelette garments that have a price appeal . . . with a good profit to you! Made up and bound in pink. Stamped for easy stitches. Infants size.

4225—Kimono
Dz.....**$4.00**
4226—Sacque, to match
Dz.....**3.00**



INFANTS FEEDING BIBS

4233-4234—Slip-on feeding Bibs with crumb-catcher. Sturdy quality white cotton art cloth. Made-up and bound in pink or blue binding. Require little embroidery.

Choice of 2 patterns.....dz. **$3.00**

NOV 4 - 1943
Design Divisi
RETURN TO
DESIGN DIV.

PROFIT BY THE POPULARITY OF STAMPED GOODS

Not for 15 years has the demand for stamped goods been so great! Merchants everywhere report big sales increases in their needlework departments—a great help in maintaining sales volume reduced by priorities and shortages of other lines of merchandise.

Give stamped goods greater promotion in your needlework department. It will help you maintain your store volume.

Do it with the Puritan line—a complete line of great variety in beautiful, fast-selling pieces, priced to allow you a good mark-up percentage. Puritan Needlecraft Co. has anticipated, as much as possible, your purchases with stocks of tubing for pillow cases, bleached materials for scarfs and matching pieces, and a number of other materials.

ABOUT DELIVERIES

Due to present day circumstances we suggest that you order well in advance of the time your goods are required. However, there will be no delay not absolutely necessary.

IMPORTANT

Materials are scarce and we wish to proportion our stocks among our customers as fairly as possible—therefore, in the case of an unusually large order it may be necessary to limit some quantities.

TERMS

Our terms of sale are 2% discount for payments received in 10 days; 30 days net. All goods shipped F.O.B. our plant in Chicago.

REFERENCES

New customers, who have not established an account with us, will please submit trade references with order to avoid delay in receiving merchandise. If the store has a name other than that of owner, please give owner's name.

CASH OR C.O.D. ORDERS

New customers without trade references may send their remittance with order, or request their merchandise shipped C.O.D.

THIS IS A WHOLESALE CATALOG FOR THE USE OF MERCHANTS ONLY

PURITAN NEEDLECRAFT CO.
305 W. ADAMS ST. • CHICAGO, ILL.